

SONY LCD And OLED TV

(Model Prefixes KLV, KDL and XEL)

Service Policy and Procedures



Definitions

AEP:	Advance Exchange Program: The process where Sony sends a replacement unit to the customer for exchange at the customer's location, thus limiting the customer's down time. The customer is responsible for returning the defective unit once the exchange has been made. Includes pre-paid return shipping label
ASC:	Authorized Service Center: A servicer that is authorized by Sony to perform warranty repairs on certain products.
ASD:	Authorized Servicing Dealer: A Sony authorized Dealer that is also authorized by Sony to perform warranty repairs on certain products.
CISC:	Sony's Customer Information Service Center (call center)
CSC:	Customer Satisfaction Center – Sony owned repair facilities. Formerly known as RRC, Regional Repair Center
ESI:	Electronic Service Information: This is Sony's online service information system and is a benefit of being a Sony authorized servicer. Secured access to ESI is via the URL http://service.sel.sony.com/
ESP:	Extended Service Plan: A customer may purchase an extended service plan from Sony or other company to cover repairs beyond Sony's limited warranty period. ESPs are typically backed by a third party company for example Service NET. Under the terms and conditions of the ESP, a customer can receive repair service at no cost. The cost of the repair is billed to the ESP company.
ESP Company:	The third party company that backs the ESP.
Exchange:	The process where a customer sends in a non-working unit and once received is replaced with a unit of equal or greater performance instead of being repaired.
Core Program:	Certain repair parts must be returned to Sony for in-warranty claims. If the servicer does not return the part the servicer will be charged a 'core' charge in addition to the cost of the part.
LCD Panel:	This is defined as the LCD containing glass panel plus the driver board(s).
MCB:	Mounted Circuit Board
Non-Servicing Dealer:	A dealer authorized by Sony to sell products, but not repair them.
San Diego/SAYS Core Program:	Parts required to be returned to the San Diego Service Center or Pittsburgh plant (SAYS) for credit to avoid core charges. MCB, LCD and Plasma based product are San Diego. Optical Blocks are returned to SAYS.
WRPC:	World Repair Parts Center of the Americas

Overview

To provide service for Sony TV customers, Sony has developed the Sony Television Service Program. The Authorized Dealer/Service Provider will be responsible for identifying the models included in this program and meeting the parameters of this program. The type of in-warranty service options available depends on the size of the unit and the type of service provider serving the end-user.

Table 1: Service Options LCD Television

Authorized Servicing Dealer (ASD)			
Service Options	Sizes		
	≤ 26"	26" – 42"	≥ 46"
In-Home, Shop, Stock Repair		✓	✓
Carry-In, Stock Repair	✓	✓	
AEP refurbished (B-Class) unit (New unit if within 30 days of purchase) , via Ground Shipping for end users that call Sony's CISC directly	✓	✓	
Non Servicing Dealer			
Service Options	Sizes		
	≤ 23"	26" – 42"	≥ 46"
Referral to ASC		✓	✓
AEP refurbished (B-Class) unit (New unit if within 30 days of purchase), via Ground Shipping for end users that call Sony's CISC directly	✓	✓	
Repair or Refurb Exchange by the San Diego CSC	✓	✓	
Authorized Service Center (ASC)			
Service Options	Sizes		
	≤ 23"	26" – 42"	≥ 46"
In-Home, Shop, Stock Repair		✓	✓
Carry-In, Stock Repair	✓	✓	
AEP refurbished (B-Class) (New unit if within 30 days of purchase), via Ground Shipping for end users that call Sony's CISC directly	✓	✓	

Table 2: Service Options OLED Television

All Service Providers	
Only Service Option	All Sizes

In Warranty Service Option Descriptions

In-Home repair: ASDs and ASCs may repair the product in the customer's home and submit a claim to Sony for compensation using standard procedures.

Shop Repair: If absolutely necessary, ASDs and ASCs may pull the unit into the shop for warranty repair.

Carry in Repair: An End-user may carry a unit into an ASD or ASC for warranty repair.

Stock Repair: If a unit is returned to the store as defective within the store's return policy, then the authorized servicing dealer may repair the unit.

Authorized Servicer referral: A customer may be referred to an Authorized Servicer. Go to <http://eservice.sony.com/webrma/web/index.do> to find coverage by zip code.

AEP via Ground day shipping for end-users that call Sony's CISC directly: Refer end-users to Sony's CISC to initiate an Advanced Exchange or Sony's support web site <http://www.sony.com/tvsupport>

Repair or Refurb Exchange by the San Diego or Pittsburgh CSC: If a Non-Servicing Dealer facilitates a repair for an end-user, the Dealer can send the unit in to the San Diego or Pittsburgh CSC RRC for same unit repair or a Refurbished Exchange to the below address. Repairs must be specifically requested on accompanying paperwork.

Sony Customer Service Satisfaction Center
16795 Via Del Campo
Dock 31A
San Diego, CA 92127

Sony PCSC
Door 27H
1001 Technology Dr
Mt. Pleasant, Pa 15666

Repair / Exchange Procedures (Refer to Table 1 and 2 for size limitations)

Repair

- Before a repair is attempted, it should be determined if the problem is hook-up or set-up related versus a technical problem.
- Warranty Level Determination: Review Sony's limited warranty card for the model under consideration. Review the customer's receipt to determine the warranty level, either labor and parts or parts only. Sony is responsible only for the portion of the repair covered under the limited warranty card. This policy may allow for warranty service in excess of the warranty card. For example, In-home service is allowed for 26 inch models.
- Extended Service Plans (ESP): For units that fall outside of Sony's limited warranty, and where the customer has purchased an ESP backed by a third party such as Service NET, the ESP Company may be contacted to determine whether out-of-warranty repair charges are covered. Depending on the terms and conditions of the ESP, the Servicer may bill the ESP company to obtain repair costs.
- Service Manual troubleshooting: The Authorized Servicer should use Sony's service manual for the model to aid in troubleshooting to determine whether a repair is necessary. Service manuals can be found in ESI on the Authorized Service website at: <https://www.sdp.sel.sony.com/service/asc/courses.html>.
- Triage the set using Sony's "Web Assisted Triage" found at www.sony.com/asp.
- Repair Parts: If authorization for a particular part is required, obtain from the Technical Support line. Order the appropriate part on SPAN. For customer owned units, repair parts orders should be requested to ship overnight to help complete the repairs within 3 business days. A check box is available in SPAN to request overnight shipping.
- Repair is authorized to the board level in general. LCD panels are available but require authorization. SPAN will indicate if approval is needed for proper reimbursement. Contact the Technical Support Line for an approval number for the warranty claim.
- Repair the unit referencing the Service Manual.
- If applicable, return any LCD Core Program parts to the San Diego CSC for proper financial crediting. Reference the WRPC Policies/Procedures Guide for details. (https://www.sdp.sel.sony.com/service/asc/pdfs/wrpc_pol.pdf)
- Follow standard billing procedures through Service Bench to obtain payment for the warranty claim.

ASC and ASD referred Advanced Exchange

Authorized Dealers and Servicers may refer a customer to Sony for an Advanced Exchange.

- The customer should be informed that Advance Exchange is available for their model and instructed to call Sony CISC.

Delayed Service

Use the ASP portal <http://service.sel.sony.com/> to submit a delayed service form

- Use for any in-warranty customer repairs that will take more than 14 calendar days to complete from service start date. (do not use for stock repairs)
- When a parts delay occurs such as an extended National Back Order.
- Select the correct reason code based on the delay situation to insure proper routing within Sony.

Non-Servicing Dealer Procedures

- Upon notification by a customer that there is a service issue on an LCD TV, the Non-servicing Dealer should attempt to determine if the problem is hook-up or set-up related versus a technical problem.
- If the problem is technical in nature, the customer can be referred to a local ASC (if repairable) or Sony CISC at 1-800-222-7669 or 1-888-772-7669.
 - If the model is a repairable model, CISC will forward the information to an (ASC) providing service coverage in the customer's area.
 - If the model is an AEP model and the customer chooses AEP, CISC will complete the transaction directly with the customer.
- For non-servicing Dealers, defective units may be repaired by Sony's San Diego Refurb Center below. However, an ASC referral is the preferred recommendation. The Dealer is responsible for shipping the unit to Sony in good condition. Repair must be specifically requested on accompanying paperwork and a proof of purchase included.

Sony SDCSC
16795 Via Del Campo
Dock 31A
San Diego, CA 92127

Sony PCSC
Door 27H
1001 Technology Dr
Mt. Pleasant, PA 15666

Dealer Stock Units

- If a customer returns a unit under the dealer's return policy and the dealer replaces the set for the customer, this becomes a stock unit. If a repair is necessary, an ASD, ASC or CSC may perform a repair and submit a Stock claim. Dealers are responsible for identifying the unit as a stock repair.

SONY LCD & OLED TV SERVICE

Important Contact Information

Sony Technical Support Line

In Shop Technical Support: 239-768-7687
In Home Technical Support: 888-989-7669
(Available to Technician's while in a customer home)
7:30 AM – 3:00 PM (PST)

Sony World Parts Center Customer Service

Phone: 1- 816-891-7550
Press 3 for Customer Service
Fax: 1-800-821-5662

Customer Information Service Company (CISC)

Phone: 1-800-222-7669 or 1-888-772-7669
Fax: 1-941-768-7790

San Diego Customer Satisfaction Center address:

Sony SDCSC
16795 Via Del Campo
Dock 31A
San Diego, CA 92127

Pittsburgh Customer Satisfaction Center address:

Sony PCSC
Door 27H
1001 Technology Dr
Mt. Pleasant, Pa 15666